

## **Ch. 12.1 What is Selling**

Name \_\_\_\_\_ Period \_\_\_\_\_

1. Define personal selling:

2. Define Business-to-business selling:

3. Define telemarketing:

4. What are the goals of selling?

5. How do salespeople accomplish those goals?

6. Feature-benefit selling matches the \_\_\_\_\_ of a \_\_\_\_\_ to a customer's \_\_\_\_\_ and \_\_\_\_\_.

7. Many people believe that customers do not buy products; rather \_\_\_\_\_  
\_\_\_\_\_.

8. Product features may be:

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9. The most basic feature of a product is its \_\_\_\_\_

An example is: \_\_\_\_\_

10. Define Customer benefits:

11. As a salesperson, you will need to answer what two questions about each product feature?

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12. What should you put together after identifying the features of a product and their benefits?

13. What two motives do customers have for making purchases? Define each.

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14. What factors determine how a person makes a decision on a purchase?

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15. When is extensive decision making used?

What goods or services are involved in this form of decision making?

16. When is limited decision making used?

What goods or services are involved in this form of decision making?

17. When is routine decision making used?

What goods or services are involved in this form of decision making?